

**2024 NEW  
OPPORTUNITIES  
KIT**



# **SAMANTHA JUELS**

**TOUR MANAGER, FAN ENGAGEMENT SPECIALIST, ARTIST ADVOCATE,  
MILLENNIAL POWERHOUSE, SWEATSUIT ENTHUSIAST**



# BIO

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AS MUSIC BUSINESS NEWBIE, SAMANTHA ATTACKED EVERY DEPARTMENT THAT HAS BEEN PUT IN HER PATH. SHE HOLDS A DEGREE IN HOSPITALITY AND TOURISM MANAGEMENT WITH A MINOR IN EVENT LEADERSHIP FROM TEMPLE UNIVERSITY AS WELL AS 10+ INDUSTRY RELATED CERTIFICATES IN VARIOUS AREAS. OVER THE PAST 6 YEARS, SAMANTHA HAS BEEN INVOLVED IN EVENTS (BOTH PLANNING AND EXECUTING), CONCERT PROMOTIONS, CONCERT OPERATIONS, TOUR TRAVEL COORDINATION, TOUR MANAGEMENT, TALENT MANAGEMENT, INDEPENDENT LABEL ADMINISTRATION, ARTIST MARKETING & BRANDING, CREATIVE COPYWRITING, A&R ADMIN, MARKETING, ARTIST AND LABEL SERVICES, MUSIC VIDEO PRODUCTION, AND ARTIST/TALENT RELATIONS.

SHE HOPES TO BUILD HER BRAND AS "THATGIRLINTHESWEATS" AS A FACE OF MILLENNIAL PROFESSIONALISM (WEARING ONLY SWEATS & HAVING BRIGHT COLORED HAIR AND MULTIPLE TATTOOS, WHILE BUILDING A WELL ROUNDED SKILLSET ALSO CREATING CHANGE IN THE MUSIC INDUSTRY). SAMANTHA'S ULTIMATE GOAL IS TO BE QUALIFIED TO OVERSEE THE WORK OF ANY DEPARTMENT ON ANY GIVEN PROJECT EFFECTIVELY, SHE HAS ZERO INTEREST IN BEING PUT IN A BOX.

IN 2020 SAMANTHA CREATED AND DEVELOPED HER OWN POSITION "EXECUTIVE FAN" THAT BREAKS THE CURRENT BOUNDARIES OF THE MUSIC INDUSTRY BY ALLOWING A PERSON TO UTILIZE ALL OF THEIR STRENGTHS IN MULTIPLE DEPARTMENTS WITH ARTISTS THAT THEY ARE GENUINELY INVESTED IN; OVER THE PAST 3 YEARS SHE HAS BEEN GAINING EXPERIENCE WITH SOME OF HER FAVORITE ARTISTS: ON THE TEAMS OF G HERBO AND WAKA FLOCKA, ON MARKETING CAMPAIGNS FOR RICK ROSS AND BOBBY SHMURDA, AND ON VIDEOS SETS FOR K CAMP, SPILLAGE VILLAGE AND YOUNG DOLPH.



IN 2022, SAMANTHA LAUNCHED "THE EXECUTIVE FAN" CAREER DEVELOPMENT PROGRAM, TO TEACH FANS HOW TO MONETIZE THEIR KNOWLEDGE AND BUILD AN EFFECTIVE CAREER IN THE MUSIC BUSINESS. OFFERING THE PROGRAM FOR FREE TO 10 WOMEN AND GENDER DIVERSE PEOPLE VIA A PARTNERSHIP WITH THE NONPROFIT GIRLS BEHIND THE ROCK SHOW.

WHILE PURSUING A MASTER'S DEGREE IN ORGANIZATIONAL LEADERSHIP AND DEVELOPMENT WITH AN INDIVIDUALIZED CONCENTRATION IN MENTAL HEALTH SUPPORT, SAMANTHA IS REFORMATTING EXECUTIVE FAN AS A CONSULTING COMPANY THAT WILL PUSH GENERAL ADVOCACY A STEP FURTHER VIA TRAINING AND IMPLEMENTATION, AND BUILD A NEW STANDARD FOR THE ENTERTAINMENT INDUSTRY. THROUGH THE SAMHELP INITIATIVE, WE WILL BE ACTIVATING VIA WORKSHOPS, CONFERENCE STYLE EVENTS, AND CORPORATE CONSULTING ON CREATING ACTIONABLE EFFORTS THAT BENEFIT BOTH TALENT AND INDUSTRY PROFESSIONALS.

IN THE FUTURE, SAMANTHA IS FOCUSING HER CAREER IN A DIRECTION OF TOURING, LIVE ACTIVATION, AND FAN ENGAGEMENT; WHILE ALSO LAUNCHING A SERIES OF EDUCATION AND TRAINING PROGRAMS IN DIFFERENT AREAS TO EXPAND CONSULTING OPPORTUNITIES IN WAYS THAT IMPROVE THE ENVIRONMENT OF THE INDUSTRY AND THE WAY ARTISTS INTERACT AND ENGAGE THEIR FANS.

# EXECUTIVE FAN

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## POSITION

THE TITLE "EXECUTIVE FAN" REPRESENTS A CONSULTANT UTILIZED IN ALL DEPARTMENTS, FOR THEIR INSIDE KNOWLEDGE AS A MEMBER OF AN ARTISTS FANBASE.

AN EXECUTIVE FAN WORKS SIDE BY SIDE WITH THE TOURING/EVENTS, MARKETING/PROMOTIONS, A&R, PARTNERSHIPS, AND CREATIVE DEPARTMENTS. THEY ARE YOUR INSIDE MAN WHEN IT COMES TO FAN ENGAGEMENT AND EXPERIENCE, BRINGING YOU NEW IDEAS AND ALTERATIONS THAT COMPLIMENT YOUR CURRENT STRATEGIES, FROM START TO FINISH.

FANS ARE WHAT DRIVE AN ARTIST'S CAREER. DATA IS GREAT, TECHNOLOGY IS GREAT, BUT THE HUMAN ELEMENT IS WHAT ULTIMATELY CONTINUES TO BRING IN THE MONEY. RIGHT NOW THE INDUSTRY IS HIRING BY JOB DESCRIPTION. MOST PEOPLE IN THE INDUSTRY DON'T STICK TO ONE JOB DESCRIPTION, EVERYONE HAS THEIR SIDE HUSTLES AND PASSION PROJECTS. IF EVERY ARTIST HAD SOMEONE ON THEIR TEAM THAT WAS EXCITED ABOUT THEM AND ANYTHING THEY DO, AND COULD BRING THAT ENERGY INTO UPCOMING PROJECTS...THEIR FULL-TIME JOB WOULD BE A PASSION PROJECT. THE ARTIST, TEAMS AND FANS WOULD BENEFIT GREATLY. PASSION AND ENTHUSIASM CULTIVATES THE BEST IDEAS IN A 360 PERSPECTIVE AND IT GIVES A VOICE TO NOT ONLY THE FANS, BUT ALSO THE ARTIST. IT ALLOWS AN ARTIST TO HAVE THE CHANCE TO REALLY ENGAGE WITH A MEMBER OF THE FAN BASE AND FAN THE ABILITY TO ADVOCATE FOR THE ARTIST IN MEETINGS THAT ARTISTS MOST LIKELY ARE NOT INVOLVED IN.

## CAREER DEVELOPMENT PROGRAM

THE EXECUTIVE FAN CAREER DEVELOPMENT IS AN 8-WEEK VIRTUAL PROGRAM GEARED TOWARDS MARGINALIZED COMMUNITIES IN THE MUSIC BUSINESS (FEMALE & GENDER DIVERSE, LGBTQIA+, AND BIPOC COMMUNITY MEMBERS). THE 2022 BETA PROGRAM RAN IN PARTNERSHIP WITH THE NONPROFIT GIRLS BEHIND THE ROCK SHOW, PARTICIPANTS INCLUDED 10 MEMBERS OF THE ORGANIZATION'S NETWORK.

### TOPICS COVERED:

- . SELF BRANDING AND PROFESSIONALISM
- . UNDERSTANDING INDUSTRY ROLES
- . FINDING YOUR PLACE IN THE MUSIC BUSINESS : GOAL MAPPING
- . MONETIZING YOUR SKILLS : SKILLS MAPPING/PRICING YOUR VALUE
- . NETWORKING AND OUTREACH
- . BUILDING A BUSINESS & WORKING AS AN INDEPENDENT CONTRACTOR
- . THE EXECUTIVE FAN CLIENT PROCESS
- . WORK-LIFE BALANCE, SELF CARE, AND MENTAL HEALTH

THE PROGRAM INCLUDES AN INDUSTRY PANEL, AS WELL AS MULTIPLE GUEST SPEAKERS.



## INITIATIVE MISSION

THE SAMHELP INITIATIVE INTENDS TO ENCOURAGE INDUSTRY PROFESSIONALS TO SEE AND SUPPORT THE HUMANS THEY WORK WITH AS OPPOSED TO JUST SEEING THE TALENT AS A BUSINESS OR REVENUE CENTER. WE BELIEVE THAT WHEN TALENT IS HEALTHY, STABLE, AND SUPPORTED, THE ENTIRE INDUSTRY BENEFITS.

SAMHELP IS A NEW INITIATIVE, BUT WE ARE COMMITTED TO MAKING A DIFFERENCE VIA CONVERSATION, NETWORK EXPANSION, AND PERSONAL DEVELOPMENT EVENTS. WE BELIEVE THAT BY WORKING TOGETHER, WE CAN CREATE A MORE POSITIVE AND SUSTAINABLE INDUSTRY FOR EVERYONE.

## PIECES OF THIS INITIATIVE

### 2 PRIMARY PILLARS

1. HIGHER EDUCATION COMMITMENT
2. INDUSTRY COMMITMENT

### ACTIVATIONS

1. UNIVERSITY WORKSHOPS (MUSIC BUSINESS/SPORTS MANAGEMENT FOCUS)
  - THE SAMHELP INITIATIVE WILL HOLD SINGLE-DAY EVENTS THAT INTEGRATES UNIVERSITY DEPARTMENTS AND RESOURCES TO HELP FUTURE MUSIC AND SPORTS PROFESSIONALS DEVELOP THE SKILLS AND KNOWLEDGE THEY NEED TO SUPPORT MENTAL AND EMOTIONAL HEALTH PRIOR TO ENTERING THEIR CHOSEN INDUSTRY. WORKSHOPS WILL INCLUDE TRAINING ACTIVATIONS FROM DIVERSITY & INCLUSION, WELLNESS CENTER, COUNSELING CENTER, AND EMERGENCY SERVICES.
2. COLLEGIATE AND PROFESSIONAL ATHLETICS PROGRAMMING
  - THE SAMHELP INITIATIVE WILL COLLABORATE WITH ATHLETICS DEPARTMENTS TO DEVELOP TRAINING CAMP PROGRAMMING. THIS MAY INCLUDE MENTAL HEALTH TRAINING FOR TEAM STAFF, MENTAL HEALTH CHECK-INS AND WELLNESS ACTIVATIONS INTEGRATED INTO CAMP SCHEDULE, GUEST SPEAKERS (CURRENT AND/OR RETIRED PRO ATHLETES AND COACHES), AND SOCIAL MEDIA PROMPTS TO EXPAND THE CONVERSATION REGARDING ATHLETE MENTAL HEALTH AT YOUR UNIVERSITY.
3. 1 MUSIC INDUSTRY/1 SPORTS INDUSTRY EVENT PER YEAR
  - THE SAMHELP INITIATIVE WILL HOLD SINGLE-DAY EVENTS THAT PROVIDE MUSIC AND SPORTS PROFESSIONALS WITH RESOURCES THEY NEED TO SUPPORT THE MENTAL AND EMOTIONAL HEALTH OF THEIR CLIENTS. THESE EVENTS FEATURE PRESENTATIONS FROM LICENSED PROFESSIONALS & INDUSTRY LEADERS. PARTICIPANTS WILL ALSO RECEIVE HANDS-ON TRAINING IN OVERDOSE, EMERGENCY RESPONSE, STRESS MANAGEMENT, AND WELLNESS.

# RESUME

## EDUCATION

### SHIPPENSBURG UNIVERSITY

BACHELOR OF SCIENCE IN TOURISM AND HOSPITALITY  
MANAGEMENT, EVENT LEADERSHIP MINOR, 2019

### SHIPPENSBURG UNIVERSITY

MASTER OF SCIENCE IN ORGANIZATIONAL  
DEVELOPMENT & LEADERSHIP, 2025

### TEMPLE UNIVERSITY

MASTER OF SCIENCE IN STRATEGIC COMMUNICATIONS,  
2026

### BERKLEE COLLEGE OF MUSIC

MUSIC BUSINESS SPECIALIZATION NON-DEGREE  
CERTIFICATE, APRIL 2021

### NYU TISCH SCHOOL OF THE ARTS

MUSIC INDUSTRY ESSENTIALS NON-DEGREE  
CERTIFICATE, FEBRUARY 2021

### 1500 SOUND ACADEMY

MUSIC PRODUCTION, APRIL 2021  
MUSIC BUSINESS, AUGUST 2021  
ARTIST BRANDING, AUGUST 2021

### TOUR COLLECTIVE

HOW TO BE A TOUR MANAGER CERTIFICATE,  
SEPTEMBER 2021

### EVENT SAFETY ALLIANCE

EVENT SAFETY ACCESS TRAINING CERTIFICATE,  
JANUARY 2022  
PATHOGEN PREPARED PROFESSIONAL TRAINING  
CERTIFICATE, JANUARY 2022

### SAFE SETS INTERNATIONAL

ICOID-19 CERTIFICATE, JANUARY 2022

## KEY STRENGTHS

- First Aid, CPR, Overdose Response, & Crisis Trained
- Artist Management, Branding and Development
- Artist/Talent Relations and Artist Hospitality
- A&R Admin and Copyright Registration
- Event Production & Management
- Tour Budgeting and Travel Management
- Digital Marketing & Partnerships Strategy
- Creative Copywriting
- Crisis Management and Crisis Communications
- Working knowledge of Wix ADI, GoDaddy Web Developer, Microsoft Office, Google Suite, and Canva Pro
- Event Software (Master Tour, Social Tables, Cvent, Gather, Eventbrite, AtVenu)

## EXPERIENCE

### FOUNDER, EXECUTIVE FAN

January 2019-current

#### EXECUTIVE FAN (FAN ENGAGEMENT, MARKETING, PARTNERSHIPS, AND BRANDING STRATEGY)

Freelance (January 2019-Current)

Current: Adamo Giraldo

Past: Yung Bans, Waka Flocka, Paid Pat, Desiigner, IceyCoffey, Aliyah Kimmey, Lvme Ley

#### MANAGER

Xernzz Art (January 2019-Current)

#### ONE-OFF ROAD MANAGER/ TOUR MANAGER

Freelance (January 2018-Current)

Past: Yung Bans - Europe Tour-Remote, Summer Smash-Road;

Desiigner - 2 Shows-Road; TieDye Ky - CharlesTheFirst Tour-Remote

#### TRAVEL COORDINATOR

Contract: SoundCheck MGMT - Waka Flocka (March 2022-August 2022)

Contract: TieDye Ky (August 2019 - January 2020)

#### ARTIST RELATIONS/TALENT RUNNER/VIP STAFF

Freelance : OnLocation & Live Nation - VIP Nation (October 2021-Current)

#### PRODUCTION ASSISTANT/TALENT RELATIONS

Freelance (September 2020-Current)

Past: Resolve Media Group, Classic Film Studios, Reel Theory, Mollyworld Casting, Foreign Made Films, Michael Artis Films, Bunim Murray Productions

#### EVENT PLANNER/PRODUCTION MANAGER

Contract: CollabOWeen Fest (September 2021-October 2021)

#### OPERATIONS MANAGER & INTERNSHIP DIRECTOR

Contract: Mind Your Music Biz [Formerly IW] (November 2023-Current)

#### ARTIST/LABEL SERVICES COORDINATOR

#### (A&R ADMIN) & EXECUTIVE ASSISTANT TO CEO

Contract: Industry Works (May 2021-September 2021)

#### EXECUTIVE ASSISTANT TO JANIE JENNINGS

Contract: Industry Works (January 2021-September 2021)

#### A&R ADMIN/PROJECT MANAGEMENT INTERN

Industry Works (June 2020-January 2021)

#### MAJOR EVENTS OPERATIONS MANAGER

Degy Entertainment (November 2022-May 2023)

#### ACCOUNT MANAGER, BREAKR SELECT (LABELS & BRANDS)

Music Breakr (November 2021-April 2022)

#### A&R ADMIN & MARKETING ASSISTANT

Contract: Machine Entertainment (January 2021-September 2021)

#### ARTIST AND TOUR MANAGEMENT ASSISTANT

TieDye Ky (December 2018 - August 2019)

#### BRAND AMBASSADOR (PROMOTIONS)

Live Nation PHL (August 2018 - May 2019)

#### MARKETING AND EVENTS COORDINATOR

Fox School of Business (May 2018 - December 2018)

# ***TOPICS WORTH TALKING ABOUT***

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**ENGAGING WITH NEURODIVERSE TEAM MEMBERS**

**IMPROVING AWARENESS OF & RESPONSE TO MENTAL HEALTH, GRIEF, AND ADDICTION IN MUSIC AND SPORTS INDUSTRIES**

**MILLENNIALS AND GENZ IN THE MUSIC BUSINESS...WHY WE SHOULD BE LOOKING AT YOUNGER GENERATIONS FOR HIGHER LEVEL ROLES**

**THE EXECUTIVE FAN: WHY TEAMS ACROSS THE BOARD SHOULD INVEST IN HIRING WITHIN A CLIENTS FANBASE RATHER THAN SIMPLY HIRING TO A JOB DESCRIPTION**

**FAN ENGAGEMENT: IS YOUR FANBASE REALLY ENGAGED AND INVESTED OR IS ARE THEY ATTACHED TO A 15 SECOND TREND? WHY WE SHOULD SHIFT BACK TO INVESTING IN HUMAN CONNECTION AND EXPERIENCE**

**MUSIC INDUSTRY CAREERS/CAREER DEVELOPMENT: HOW BUILDING A 360° KNOWLEDGE BASE KEEPS YOU IN A LANE OF SUCCESS**

**MUSIC STRATEGY: DOES IT EXIST IN 2024 OR IS IT JUST A SOCIAL MEDIA MONEY PIT**

**FEMALE ENTREPRENEURSHIP AND WOMAN POWERED SOCIAL CHANGE**

**PRODUCTIVITY, ORGANIZATION, AND FLEXIBILITY: HOW HIGH FUNCTIONING PEOPLE AVOID BURNOUT**

# LOOKING FOR

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OPPORTUNITIES  
FOCUSED ON  
TOURING/LIVE  
ACTIVATION AND FAN  
ENGAGEMENT

COLLABORATION AND  
ENGAGEMENT WITH  
COMPANIES AND  
ORGANIZATIONS THAT CARE  
ABOUT THE HUMANS THAT  
FUND THE BUSINESS AND THE  
ONES WHO HELP KEEP IT  
MOVING

INNOVATIVE  
OPPORTUNITIES THAT GO  
AGAINST THE GENERAL  
MUSIC INDUSTRY  
STANDARD AND  
AMPLIFICATION AS A  
MILLENNIAL VOICE

GROWTH. I'M LOOKING  
FOR ACCESS TO SPACES  
WHERE I CAN INTERACT  
WITH PEOPLE WHO DON'T  
UNDERSTAND HOW I GOT IN  
THE ROOM UNTIL THEY ASK  
ME

# CONTACT

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[HTTPS://WWW.SAMANTHAJUELS.COM](https://www.samanthajuels.com)



EMAIL: SAMANTHA@SAMANTHAJUELS.COM



610.416.3333